



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 329795

Schedule Dates 09/04/12-09/10/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Short & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY 9/4
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/31/12
Last Modified 09/10/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06301930
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,540.00
Net Total \$37,060.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Sep. 2012 25 \$43,600.00
Grand Total: 25 \$43,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Sports- Local Pro	09/09/12-09/09/12	5	:30	8:13p- NBC Sunday Night Football	1							1	1	\$20,000.00	\$20,000.00	Pittsburgh (WPXI)	NFL STEELERS 805P-12M/1	8/31/12
2.0	Normal Line / Spot	09/04/12-09/06/12	5	:30	5:29a- Channel 11 News 530am	1	1	1	1					3	\$325.00	\$975.00	Pittsburgh (WPXI)	NEWS 530-6A/3	8/31/12
3.0	Normal Line / Spot	09/04/12-09/06/12	5	:30	7A- Today Show	1	1	1	1					3	\$525.00	\$1,575.00	Pittsburgh (WPXI)	NEWS 7-9A/5	8/31/12
4.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	5:29a- Channel 11 News 530am	1	1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	NEWS 530-6A/6	8/31/12
5.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	7A- Today Show	1				1				1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-9A/7	8/31/12
6.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	7A- 8A (EST)	1	1							1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY 7-8A/8	8/31/12
7.0	Normal Line / Spot	09/04/12-09/06/12	5	:30	6:59p- Jeopardy	1	1	1	1					3	\$1,100.00	\$3,300.00	Pittsburgh (WPXI)	JEOP 7-730P/9	8/31/12
8.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	6:59p- Jeopardy	1				1				1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/10	8/31/12
9.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	7:30p- WHEEL OF FORTUNE	1				1				1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	WHEEL 730-8P/13	8/31/12
10.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	7:30p- WHEEL OF FORTUNE	1	1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	WHEEL 730-8P/14	8/31/12
11.0	Normal Line / Spot	09/08/12-09/08/12	5	:30	7P- 8P (EST)	1						1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	BETTIS/HINES 7-8P/15	8/31/12
11.0.1	Closed Preempt	09/08/12															Pittsburgh (WPXI)	Marked as Did not Air/Spot	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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12.0	Normal Line / Spot	09/04/12-09/06/12	5	:30	11P-11:35P (EST)			1	1	1				2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	LATE NEWS/16	8/31/12
12.0.1	Closed Preempt	09/05/12															Pittsburgh (WPXI)	Program Change/Exception	
13.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P						1			1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/17	8/31/12
14.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	5:29A- Channel 11 News 530am						1			1	\$400.00	\$400.00	Pittsburgh (WPXI)	NEWS 530-6A/4	8/31/12
15.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	6:59P- Jeopardy		1							1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/11	8/31/12
16.0	Normal Line / Spot	09/04/12-09/06/12	5	:30	7:30P- 8P (EST)			1	1	1				2	\$1,300.00	\$2,600.00	Pittsburgh (WPXI)	WHEEL 730-8P/12	8/31/12
16.0.1	Closed Preempt	09/05/12															Pittsburgh (WPXI)	Program Change/Exception	
17.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P		1							1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/18	8/31/12
18.0	Normal Line / Spot	09/09/12-09/09/12	10	:30	5A- 5:30A (EST)								1	1	\$0.00	\$0.00	Pittsburgh (WPXI)	Bettis Show moved due to Live Sports	9/10/12

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